'Green' monster

Cry goes up for uniform ad standards

By Bob Geiger

ST. PAUL, Minn.—A cry for national ad standards for "green" marketing rose from the first environmental marketing forum.

Virtually every marketer who testified at the March 14-15 forum said national ad standards are needed to clear up the confusion.

The forum, drawing nearly 100 marketers, special-interest groups and representatives of state and federal governments, proved even advertisers disagree about claims that products are biodegradable or environmentally beneficial.

Kari Kamena, director of governmental affairs and public relations for Dow Chemical Co., said Dow has found that biodegradable plastics won't break down completely in landfills.

"I don't necessarily buy [Dow's finding], OK?" said Susan Shelton-Foley, VP-marketing of RMED International, marketer of "biodegradable" TenderCare disposable diapers.

Representatives of American Enviro Products, Archer Daniels Midland Co., First Brands Corp., James River Corp., Procter & Gamble Co., Webster Industries and others spoke before a panel that included representatives of eight state attorneys general and the Federal Trade Commission's Bureau of Consumer Protection.

"The fact that so many companies are here suggests the industry itself recognizes that there's confusion," said Barry Cutler, director of the FTC bureau. "I would be disappointed if private industry didn't act to establish [environmental marketing] guidelines and regulations."

Minnesota Attorney General Hubert H. Humphrey III, head of the group of attorneys general calling for environmental ad standards, opened by saying, "The promise of this green revolution is too important to squander. But already it is at risk—at risk from confusion, at risk from half-truths and innuendo, at risk from deception."

Green marketing is expected to sprout in the 1990s, fueled by concern for the earth's ozone layer and decreasing landfill capacity.

Phrases such as "environmentally friendly," "safe for the environment," "biodegradable" and "recyclable" presumably would require marketers to prove claims.

But definitions must be established before any federal or state regulations can be set. For example, First Brands' Glad plastic trash bags carry the claim "safe for the environment."

That doesn't mean they're biodegradable, said Patrick O'Brien, First Brands director of solid-waste issues management. He said it means Glad bags won't harm the environment if they're put in a landfill.

Robert Barrett, Mobil Chemical Co. general manager of solid-waste management solutions, acknowledged that advertisers are sending confusing messages to consumers. He also said he's disappointed Mobil isn't seen as a solution to the problem because it manufactures products included in the controversy.

Mobil's Hefty degradable trash bags are packed in a green box displaying an eagle and pine tree. On the back of the package is copy explaining that natural elements will break Hefty bags into "harmless particles" even after landfill burial. Packaging also contains a claim that Hefty bags are "a step in [Mobil's] commitment to a better environment."

But Mr. Barrett said Mobil doesn't promote Hefty bags as a solution to the landfill problem and could cite no studies about the rate of the bags' decomposition or safety in landfills.

P&G spokesman Robert Viney said his company avoids environmental symbols and isn't marketing degradable plastics because P&G determined that even so-called degradable plastics wouldn't degrade.

"We're taking what we call the high ground," he said, adding that P&G's solution to the landfill crisis is composting and other alternatives to landfill disposal of disposable diapers.

The task force represents the states of California, Massachusetts, Minnesota, Missouri, New York, Texas, Washington and Wisconsin. □

Saturn 'Springs' to action

By Raymond Serafin

Will "Spring in Spring Hill" be Saturn Corp.'s springboard into the marketplace this fall?

Advertising Age last week obtained a 65-second version of "Spring," the 23-minute film created last year by the agency for internal Saturn use. The tape was obtained through sources not directly connected with the company or agency Hal Riney & Partners.

The commercial-length version would seem to fit the requirements for a teaser spot.

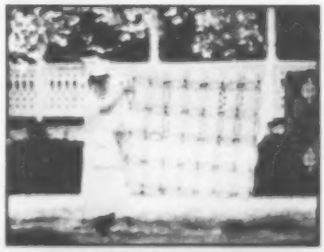
A teaser campaign would likely break on the West Coast, possibly about the first week of September, two months before the launch of the first two Saturn models.

Officials at General Motors Corp.'s Saturn unit and San Francisco-based Riney deny that creative direction has been decided.

"We're looking at a number of different options. ... There are probably 100 different ideas spinning around through the agency," said Thomas Shaver, director of marketing services for Saturn.

However, Mr. Riney, contacted at the annual meeting of the American Association of Advertising Agencies, said, "We'll probably be doing something like that."

The folksy footage obtained by *Ad Age* is adapted directly from the longer version about the start-up of Saturn's manufacturing complex in Spring Hill, Tenn.



The Saturn tape shows shots of the Tennessee countryside, townspeople hanging out laundry and a backlit shot of a Saturn car.

Visuals range from shots of the Tennessee countryside and townspeople painting the church and hanging out laundry, to backlit shots of a Saturn car.

"Pretty much the same as any spring ... but there is a difference," says Mr. Riney's voice-over, in a transition from shots of the rural town to industrial shots of the Saturn project.

"The events in this tiny town would sooner or later touch the lives of millions of Americans everywhere," the voice-over says, "because in Spring Hill, Tenn., they're making a brand new car. And it's not just a brand new car. It's a brand new car made in a brand new way."

The 23-minute version was first shown to the news media last July. At that time, Mr. Shaver acknowledged it could be used in initial Saturn advertising, though he said it was created primarily to address dealers, suppliers and employees.

Dealers have been enthusiastic about the film. One said recently he showed it to his bankers to help convince them to grant him a loan to build his new Saturn dealership.

Saturn and Riney officials in the past have expressed a desire to communicate the unusual Saturn story in advertising, presumably as a way to boost awareness and generate positive feelings about the brand before the first

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Levi's Spikes 501 ads

Hot young director is Dektor's successor

By Marcy Magiera

Levi Strauss & Co. is replacing award-winning director Leslie Dektor with Spike Lee of Nike fame.

The filmmaker, known for "Do the Right Thing" and "She's Gotta Have It," will direct a back-to-school campaign for Levi's 501 jeans, sources said.

Mr. Lee's new commercial work and his new movie, "Variations on the Mo' Better Blues," will hit about the same time this summer.

Levi's confirmed that agency Foote, Cone & Belding, San Francisco, was talking to Mr. Lee but denied a contract had been signed with the director.

"I know that [FCB] has been talking to Spike Lee," said Dan Chew, Levi's marketing manager. "It's true to form for them to be out there trying to do something cutting edge."

The marketer "hasn't seen FCB's final recommendations," Mr. Chew said, adding that any new campaign will continue under the "Levi's 501 USA" theme.

Levi's broke "Levi's 501 USA" last July as a change of venue, from urban to rural settings, rather than a change of direction. Created by Mike Koelker, FCB exec VP-creative director, and Mr. Dektor, the radio and TV effort kept the look and feel of the long-running "501 blues" ads.

But the look might change significantly now, Mr. Dektor said.

"My look is so observational and very objective; Spike Lee's style is very subjective," said Mr. Dektor, who said he will no longer be involved with 501. "If they're going with Spike Lee, the work will be right opposite. It won't be observational; it'll be right in your face. . . . I think that's what they'll do."

Mr. Dektor said he was offered assignments on other Levi's products but declined because he's shooting other commercials through July and then will direct a feature film.

Mr. Dektor attributed the change in the Levi's campaign to the fact a new creative team is working on 501.

Though Mr. Koelker oversees all Levi's work, the campaign will be under the direct supervision of FCB Group Creative Director Peter Angelos.

Mr. Angelos and Alan Jewett, FCB's VP-management supervisor on the account, weren't available for comment.

Mr. Lee's only other advertising work is Nike's Air Jordan campaign from Wieden & Kennedy, Portland, Ore., which he directs and appears in as Mars Blackmon, a character he created for "She's Gotta Have It."

He reportedly won't appear in the Levi's campaign. □

Universal Pictures/Shooting Star

Spike Lee's Levi's work will make its debut this summer.

Budweiser pools promotion efforts

Anheuser-Busch will give away 100 pools featuring the Budweiser logo.

By Ira Teinowitz

Anheuser-Busch is tossing away its traditional series of Budweiser summer promotions in favor of what the company says is the biggest single-theme promotion in A-B history.

The promotion, touting Bud, Bud Light and new Bud Dry, revolves around a giveaway of 100 full-size, built-in swimming pools adorned with giant Budweiser labels, similar to those featured in some earlier Bud TV spots.

Comedian Jeff Altman will be featured in TV spots for the promotion.

Spending for the promotional effort will top $30 million, in addition to the estimated $65 million A-B will spend on Bud Dry's introduction starting April 2.

D'Arcy Masius Benton & Bowles, St. Louis, is handling advertising for the promotion; Waylon Co. handles promotional efforts.

A-B is jettisoning such past promotional staples as its "Pick a Pair" effort for Budweiser and Bud Light and giving up its 3-year-old sponsorship (with *USA Today*) of Major League Baseball's all-star game balloting.

Instead of unrelated Memorial Day, July Fourth and Labor Day promotions, A-B will run point-of-purchase efforts for those holidays tied to the main pool theme.

A-B officials declined to reveal a break date or spending level for the promotion. However, the company's spending on past summer promotions has exceeded $30 million annually.

Tom Sharbaugh, group brand director, said A-B hopes using one promotional theme will reinforce the individual efforts.

In formally unveiling Bud Dry's rollout last week, August A. Busch IV, Bud Dry brand manager and son of the company's chairman, said ad spending for the introduction will be

(Continued on Page 68)

Tobacco ad ban for EC members clears first hurdle

By Andrew Rosenbaum

A proposal to ban tobacco advertising in the European Community—a move that could cost the ad industry hundreds of millions of dollars—edged closer to becoming law last week.

The European Parliament voted 170-111, with 17 abstentions, to ban all tobacco advertising and sponsorship. A majority of the 12-member Council of Ministers, expected to vote within three months, must approve the proposal.

If approved, the law would prohibit tobacco marketers from advertising their products in any medium or using any tobacco product logo in sporting or cultural events. The measure would take effect Jan. 1, 1991.

Should that happen, the European Advertising Tripartite, a Brussels-based ad industry organization, would fight the ban in the EC Court of Justice, said Alastair Tempest, the group's director general.

Final approval of the proposal isn't certain, Mr. Tempest said. West Germany, Greece and the U.K. have already come out against the bill, he said. He also believes Denmark, the Netherlands and France would oppose it.

Still, he conceded that passage by the European Parliament is a significant step.

Ironically, the proposed ban isn't the result of anti-tobacco lobbying. Instead, it's an effort to establish a uniform tobacco ad regulation as part of the EC's preparations for dropping all trade barriers by 1992.

Although all EC members have already banned most forms of tobacco advertising on TV, regulations differ greatly on print advertising. The EC legislators fear if a total ban isn't imposed, one country might impound foreign magazines and newspapers that don't conform to its regulations.

Industry experts fear the bill, if approved, could threaten many

(Continued on Page 68)

Pert Plus pops to No. 1

P&G brand beats own Head & Shoulders

By Laurie Freeman

Procter & Gamble Co.'s Pert Plus is an overnight sensation, after 10 long years.

The combination shampoo and conditioner has taken the No. 1 position in the $1.4 billion shampoo category, supplanting P&G's longtime leader, Head & Shoulders. And the brand is still gaining strength, industry sources say.

Observers are calling Pert Plus one of the biggest success stories ever in the category.

"This is a case where the technology works, the advertising clearly defines the image and consumers pick up on it," said Suzanne Grayson, a marketing consultant.

Pert Plus was originally introduced in 1980 as Pert and was what P&G executives called a "problem brand" until 1987.

At that time, P&G reintroduced it with the two-in-one technology, combining shampoo and conditioner; the new name; and new advertising with a $20 million budget. It has since climbed the ladder rapidly in the fiercely competitive business.

By the end of last year, Pert Plus held a 12% share, assuming the top spot from Head & Shoulders, with 9.5%. During that year, Pert Plus' share soared from the 6.5% recorded at the end of 1988, when it was No. 2.

The 5.5-point jump, sources say, is due to a favorable review last year in *Consumer Reports*, plus the August '89 introduction of a dandruff-control version.

Another factor was the continuing strong media support from P&G for an ad campaign via Leo Burnett USA, Chicago, that's changed little since 1987.

"Pert Plus' strategy is simple," said Jay Freedman, household products analyst at Kidder, Peabody & Co. "It appeals to active men and women who don't have a few extra minutes to spend

(Continued on Page 63)

Who's on top in haircare

Procter & Gamble Co.'s Pert Plus last year toppled its own Head & Shoulders as the No. 1 shampoo in the competitive $1.4 billion U.S. category.

Rank	Brand name	Company	1989 share	% chg*
1.	Pert Plus	Procter & Gamble	12.0	84.6
2.	Head & Shoulders	Procter & Gamble	9.5	(9.5)
3.	Suave	Helene Curtis	8.5	13.3
4.	Finesse	Helene Curtis	5.0	0.0
5.	Prell	Procter & Gamble	4.5	0.0
	Salon Selectives	Helene Curtis	4.5	28.6

*Computed from 1988 share figures. Source: Advertising Age and Kidder, Peabody & Co.

RETAILING.

Burned by '89, retailers pare ad hikes: survey

By Alison Fahey

Faced with cooling consumer spending and a lukewarm economy, retailers plan to increase ad budgets less in 1990 than in 1989.

Overall ad spending, excluding cooperative efforts, will rise an average of 2% in 1990, according to the Retail Advertising & Marketing Association's second annual survey of members' retail ad plans. The RAMA study was mailed to 380 members and had a response rate of 20%.

Despite pressure to cut operating costs, retailers said in 1989 they would boost ad spending nearly 4% over 1988.

Co-op budgets also appear to be thinning, with retailers predicting a meager 2% increase in 1990 compared with an estimated 6% last year.

Leo J. Shapiro, president of a marketing research company that bears his name, said retailers ended up increasing budgets more than the projected 4% last year, and that an overabundance of advertising was devoted to promoting price reductions and sales.

"It's like a New Year's resolution," he said. "Most retailers got burned last year [by heavy price promoting] so it's more of a reaction to mistakes of last year than a promise for 1990."

Doug Raymond, RAMA president, said retailers are diverting ad funds and co-op dollars from traditional media into special events, in-store merchandising and promotions.

Projected ad spending increases

Type of store	1990	1989
Large dept. stores	2.0%	3.0%
Small dept. stores	2.0	(1.1)
Mass merchandisers	(1.0)	5.2
Specialty clothing	0.0	1.0
Home furnishings	3.0	3.9
Home hardware	3.0	8.0
Other specialty	7.0	3.1
Other retail	1.0	8.6
Total	2.1	3.9

Source: Retail Advertising & Marketing Association

"There's a certain amount of trepidation with everything that's happened in the last 12 to 18 months," he said, referring to some retail chains' financial woes, most notably Campeau Corp.'s Federated Department Stores and Allied Stores Corp.

The RAMA survey found ad spending plans vary greatly by retail category.

For example, women's, men's and children's specialty stores reported flat spending for 1990, while other specialty stores, which include optimistic toy retailers, reported a boost of 7% in 1990.

Mass merchandisers reported a 1% budget decrease in 1990, while large department stores said they would increase spending 2%.

"We have entered a very frugal shopping climate," said Kurt Barnard, publisher of *Retail Marketing Report*.

Spending plans also varied by media type, with broadcast advertising on the upswing. In 1990, retailers plan to spend 12% of their overall ad budget on broadcast TV, up from a projected 10.8% in 1989.

"TV spending reduces the number of items that you can cut prices on," Mr. Shapiro said. "When you begin to cut prices in newspaper [ads] you tend to feature a lot of products."

But newspapers are still the favorite advertising medium, with retailers spending 36% and 17% of their overall 1990 ad budget on newspaper run-of-press and inserts, respectively. □

RETAIL DETAILS

Catalogers feeling the squeeze: Retailers' heavy promotional activity is eating away at catalog sales. Catalogs started losing appeal during last year's holiday season, according to a recent study by the NPD Group's Home Testing Institute. Thirty-six percent of survey respondents said they were using catalogs less during last year's holiday season than they did the previous year; only 12% said they were using catalogs more.

Units is expanding beyond knitwear with new fabrics and styles for the '90s.

Units stretches out: To make sure one of the hottest fashion trends of the 1980s keeps pace with the '90s, Units is extending its modular knit apparel line to include new fabrics, styles and accessories. The J.C. Penney Co. subsidiary this spring has added woven fabrics, such as voile, to its collection, as well as scarves, lace collars and leather belts. The new items will be showcased in print ads in the April and May issues of *Glamour* and *Ladies' Home Journal*. Ads are handled in-house.

Promotion blooms at Bloomies: Despite the mounting troubles of parent Federated Stores, Bloomingdale's is forging ahead with several major marketing partnerships.

Nissan Motor Corp. USA's Infiniti division will sponsor a promotion heralding the fall reopening of the retailer's men's department. Magazine inserts, newspaper ads and a major catalog will support. Separately, this month Du Pont Co. and Bloomingdale's broke a promotion for Lycra, including newspaper ads and a catalog. And in April, it will join American Express Travel Related Services for a seven-week promotion celebrating Broadway theater.

Gordon Cooke, Bloomingdale's exec VP, said the chain is committed to keeping its aggressive marketing posture. "If anything, we've decided to embellish our activities, not restrict them," he said. Despite the Chapter 11 bankruptcy filing by Federated, a unit of Campeau Corp., Bloomingdale's still plans to spend $50 million on advertising this year, up 3% to 5% from last year, Mr. Cooke said.

Grey Advertising, New York, handles broadcast advertising; print is handled in-house.

The phones won't stop ringing.
The Tampa Bay buy was due hours ago.
You've already met with every sales rep in town and now another hammerhead is waiting in the lobby!

Relax. Give the rep three minutes.
Then get rid of him.
Buy the St. Petersburg Times in Tampa Bay. So what if the name doesn't say "Tampa"? The Times concentrates 96% of its daily circulation in the metro, compared with only 65% for the Tribune.
And the Times' total circulation is 30% larger than the Tribune's.

They'll think you grew up in Tampa Bay.

St. Petersburg TIMES
1-800-333-7505

all you need in Tampa Bay

CBS signs Ford

Winter Olympic ad deal worth $43M

By Wayne Walley

Ford Motor Co. has agreed to pay CBS a combined $43 million in commercial time for the 1992 and 1994 Winter Olympics, sources say.

Neither Ford nor CBS would comment on the deal, but industry sources say Ford is buying $20 million in ad time for the '92 Games in Albertville, France, and $23 million for the '94 Games in Lillehammer, Norway.

Ford joins Chrysler Corp., which closed the first Winter Olympics ad deal with CBS earlier this year, agreeing to buy a combined $106 million in commercial time (AA, Jan. 29).

The two automakers will account for 70% of the Olympic inventory set aside by CBS for the automotive category. The network has pitched most import car marketers but has yet to strike a deal for any of the remaining ad time in the category.

Sources say a major stumbling block for CBS among imports is the $63 million price tag the network is seeking for the remaining 30%.

Some importers also believe their customers watch baseball, basketball and football, and thus concentrate sports buys there instead of the Olympics.

In addition, CBS' refusal to offer ratings guarantees for the Olympics may be causing import car marketers to hesitate.

"The guarantee situation is subject to negotiation, but if you don't have a 'grandfather clause' on guarantees, [CBS Marketing President] Tom Leahy's position is no guarantees on all sports," said a buyer who requested anonymity.

As with Chrysler, Ford likely will take advantage of such marketing support programs as print ads in Olympic guides and Olympic-themed free standing inserts produced by CBS.

With auto category sales almost complete, CBS will now target official Olympic sponsors.

As stipulated in its broadcast rights agreements with the International Olympic Committee, CBS must give official Olympic sponsors "full access to Olympic broadcasts," offering them a right of first refusal for category exclusivity.

Official sponsors include marketers signed by the International Olympic Committee for The Olympic Program, as well as others that buy sponsorships for specific countries.

Sponsors of The Olympic Program—including Coca-Cola Co., Eastman Kodak Co., 3M, Ricoh Corp., Matsushita and the U.S. Postal Service's international express mail service—aren't required to buy airtime, but most do to leverage the more than $14 million fee charged to be an official sponsor. □

Team One ticking on

By Cleveland Horton

Team One, the Saatchi & Saatchi DFS division established to handle Toyota Motor Sales USA's Lexus division, will unveil its first non-car creative effort this week.

The El Segundo, Calif., agency recently picked up the $2 million Artime USA account, and this week will launch a national print, spot TV and outdoor campaign for Artime's Sector Sport watches.

The ads attempt to create a brand awareness for the Swiss-built timepieces by focusing on their logo: an eagle.

Print ads, appearing in April issues of *Esquire*, *GQ* and *M*, feature a large photo of an eagle with the headline, "If you're lucky, it will land on your arm."

The 30-second TV spot that broke this week in New York during sports programming on CBS uses the same theme. The commercial opens with slow-motion footage of a tawny eagle in flight. The picture of the bird dissolves into an extreme close-up of the face of the watch, with the sweep-second hand ticking by.

"It's important to brand the name," said Marcia Bernhardt, VP at the company. "It makes a connection with the logo. I don't care if they forget the Sector name, as long as they go into the store and say, 'I want the eagle watch.' "

Sector Sport watches, distinctive by their rugged, thick look, are priced between $300 and $900.

Saatchi's Team One and Artime USA give the company's eagle logo life in an attempt to build brand awareness for the Swiss timepieces.

Artime, the U.S. marketing arm of Italy's oldest watch company, is trying to tap into what it sees as a growing market for timepieces as fashion accessories.

About 200 million watches are sold in the U.S. each year; 72% of all watches are priced less than $75. Some 200 brands compete for share. Artime USA has set a sales goal of 50,000 units this year.

Currently, Sector is distributed to independent and chain jewelry stores as well as several jewelry showrooms within department stores.

Artime USA also markets watches under the Lucien Rochat (price range: $8,500 to $18,000) and Tabbah ($2,500 to $90,000) brands. Team One is handling media and creative for Lucien Rochat, and buys media for Tabbah.

Although not necessarily in size, the Artime account represents a model client for Team One, said Shirley Dion, senior VP-business development.

The agency wants to trade on its knowledge of the upscale market, gleaned in its work for Lexus, in attracting other marketers of upscale products and services, she said. □

Pert

(Continued from Page 3)

washing and conditioning their hair."

Industry sources also say P&G's two-in-one shampoo and conditioner technology is winning increased share in international markets. The technology is in a brand called Rejoy in Japan, Rejoice in mainland Asia, Pert 2-in-1 in Australia, Vidal Sassoon Wash & Go in the U.K. and continental Europe and Pantene Plus in parts of Europe.

In Japan, Rejoy leads the two-in-one segment with a 6% share. Two-in-one products now account for almost 25% of the Japanese shampoo market, industry sources say. Overall, Shiseido Co. has a 9% share with three brands: Rinpoo, Men's Rinpoo and Morning Fresh Speedy.

While share data for Europe were unavailable, industry sources said Vidal Sassoon Wash & Go's share in the U.K. is in the mid-teens.

Not only is P&G exporting the two-in-one technology, but the company is using virtually the same ad strategy, sampling program, copy and format in every country where the product is marketed.

Burnett's offices or affiliates handle the combination product worldwide.

TV commercials airing in the U.K. resemble those in the U.S. In both countries, spots appropriately titled "Locker" show either a man or a woman in a locker room explaining that they no longer tote both shampoo and conditioner to the gym. Instead, they "wash and go" by using Pert Plus (in the U.S.) or Vidal Sassoon Wash & Go.

Burnett has done 11 versions of the same commercial, "one for every country [in which] they sell" it, an agency source said. □

David Kilburn and Laurel Wentz contributed to this story.

FOR THE RECORD

GENERAL FOODS USA is running a new network TV campaign for ground roast Maxwell House coffee. The effort substitutes "America loves Maxwell House" for the disputed theme line, "America prefers the taste of Maxwell House." The change comes following rival Procter & Gamble Co.'s complaint to the networks that the original campaign saying Maxwell House won out over P&G's Folgers in taste tests was unfair. D'Arcy Masius Benton & Bowles, New York, handles Maxwell House.

NABISCO BRANDS last week settled a dispute with 10 state attorneys general over ad campaigns for Fleischmann's margarine, Nabisco 100% Bran and Nabisco Shredded Wheat. The states contended the ads contained misleading health claims. Nabisco didn't declare guilt but agreed to give $135,000 to pay for the investigation. A spokesman said all the ads had been off the air since at least August. FCB/Leber Katz Partners, New York, is the agency.

CENTURY 21 REAL ESTATE CORP., Irvine, Calif., last week put its $30 million account up for review. A list of contenders is expected within a month. The company said it wants to check other options but isn't dissatisfied with incumbent McCann-Erickson Worldwide, Los Angeles, which is in the review.

COCA-COLA CO. in mid-May breaks a $100 million marketing program for Coca-Cola Classic featuring a specially patented can that contains up to $200 or a prize voucher for trips, tickets or other giveaways. The MagiCans are indistinguishable from other Coca-Cola Classic cans, though they contain water rather than soft drinks. The prize pops up when the can is opened. Included in the promotion are a cruise sweepstakes and multimedia ads using the pop group New Kids on the Block. Coca-Cola said this is the biggest promotion ever for Coca-Cola Classic. McCann-Erickson Worldwide, New York, is Coca-Cola Classic's ad agency.

FEDERAL COMMUNICATIONS Commission is giving the TV networks and Hollywood studios a chance to work out their dispute over the financial interest and syndication rules. Under the FCC timetable, the two sides have until June 14; then, the commission will decide what changes, if any, should be made in the rules. Hollywood wants to keep rules that prohibit the networks from producing and selling their own shows into syndication. The networks say they're suffering financially from the ownership and profit-participation prohibitions.

FALLON McELLIGOTT, Minneapolis, led the nominations for the Magazine Publishers of America's Kelly Award with four. Wieden & Kennedy, Portland, Ore., picked up three nominations. The winner of the $100,000 first prize will be announced May 23 in New York.

BURGER KING CORP. CEO Barry Gibbons set no timetable for replacing **C. Ronald Petty**, 45, who stepped down last week as president-chief operating officer. Mr. Gibbons will assume responsibilities of the president until a successor is named.

PEPSI-COLA CO.'S 1987 "Apt. 10-G" spot featuring Michael J. Fox was picked as the best TV commercial of the past 30 years in the International Broadcasting Awards competition sponsored by the Hollywood Radio & Television Society. BBDO Worldwide, New York, created it. A series of three 1967 spots for Bristol-Myers Co.'s Excedrin via Young & Rubicam won the radio award.

FIVE MAJOR DAILIES on Nov. 4 will launch "Entertaining," a Sunday supplement patterned after last October's "Good Health." The participants are *The New York Times*, *The Boston Globe*, *Chicago Tribune*, *Los Angeles Times* and the Atlanta *Journal & Constitution*. The rate base will be 5.7 million. A b&w page is $82,674, and a color page is $110,378.

NEW CAMPAIGNS: Sears, Roebuck & Co. broke a network and spot TV, radio and print campaign March 18 featuring home-improvement expert Bob Vila. Weekly newspaper inserts support. Ogilvy & Mather, Chicago, handles. . . . **Bil Mar Foods** today breaks a spot TV commercial for Mr. Turkey prepackaged turkey products. A free standing insert supports. Lintas:Campbell-Ewald, Warren, Mich., is the agency.

ACCOUNT ACTION: Toys "R" Us, Rochelle Park, N.J., to **J. Walter Thompson USA**, New York, from Scali, McCabe, Sloves, for the creative broadcast portion of its $15 million account. Bohbot Communications keeps media buying. . . . **New York Racing Association**, New York, to **Backer Spielvogel Bates** from AC&R for its $8 million account. . . . **TDK Electronics Corp.**, Port Washington, N.Y., to **HDM Worldwide**, New York, from Margeotes Fertitta & Weiss for its estimated $7 million account. . . . **Procter & Gamble Co.**, Cincinnati, to **Grey Advertising**, New York, from Gilbert, Whitney & Johns for the estimated $5 million Lestoil household cleaner account. . . . **Computer Associates International**, Garden City, N.Y., to **Schell/Mullaney**, New York, from J. Walter Thompson USA for its $12 million account. . . . **Pep Boys-Manny, Moe & Jack**, Philadelphia, next month will start reviewing its estimated $5 million auto parts and supplies account after splitting with J. Walter Thompson USA, Detroit.

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NEWSPAPER

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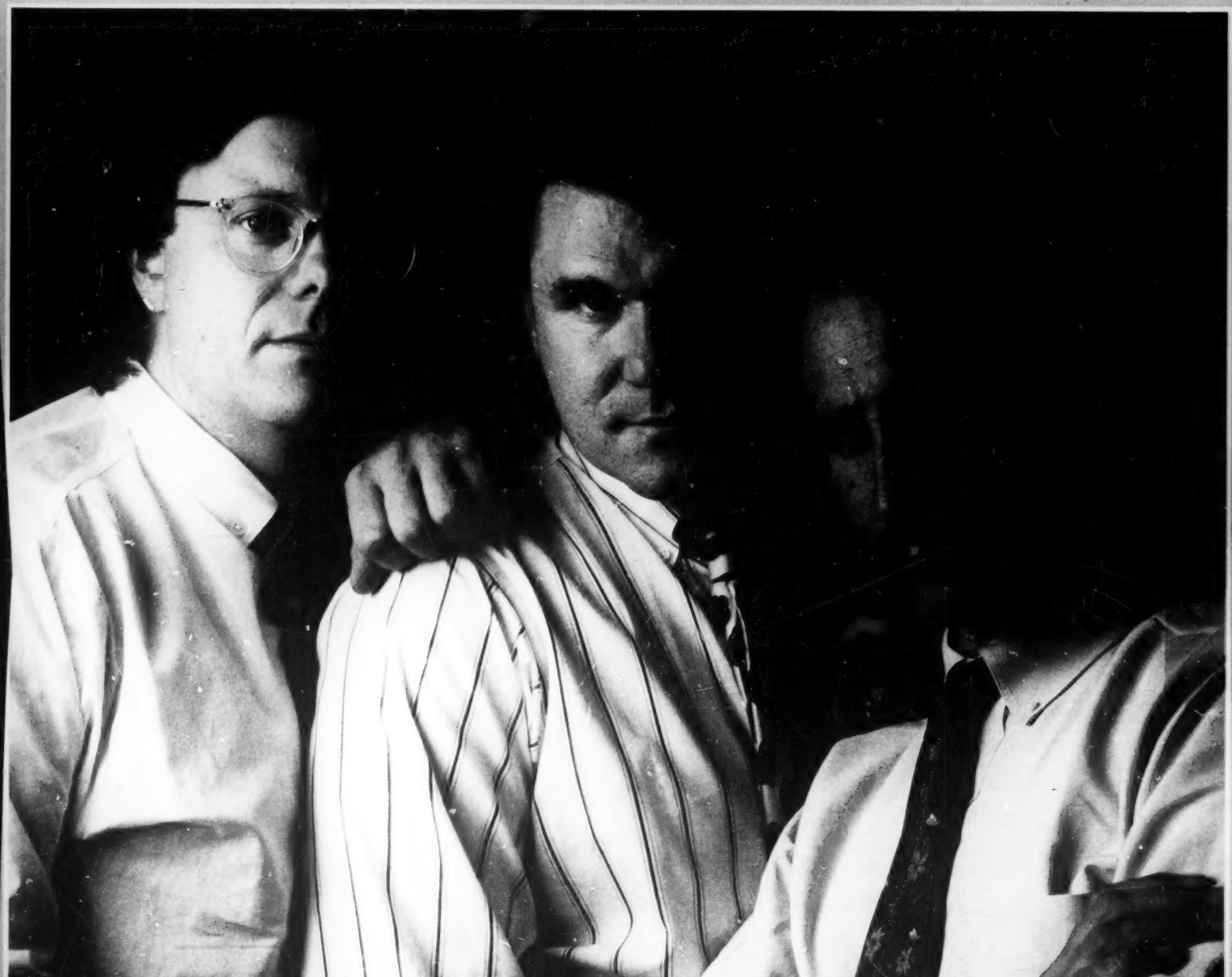

Jeff Goodby, Andy Berlin and Rich Silverstein

Photo by Mark Ostow

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